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(54) **MODULATED IMAGE SEGMENTATION**

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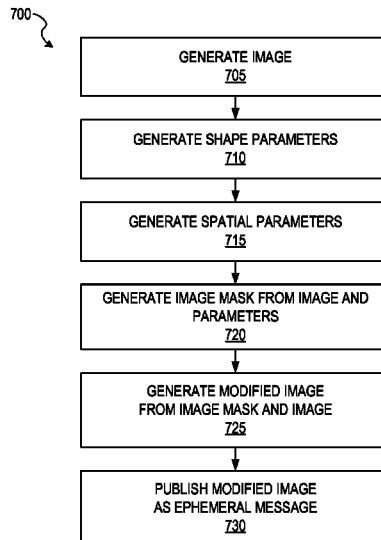
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(57) **ABSTRACT**

A modulated segmentation system can use a modulator network to emphasize spatial prior data of an object to track the object across multiple images. The modulated segmentation system can use a segmentation network that receives spatial prior data as intermediate data that improves segmentation accuracy. The segmentation network can further receive visual guide information from a visual guide network to increase tracking accuracy via segmentation.

20 Claims, 14 Drawing Sheets



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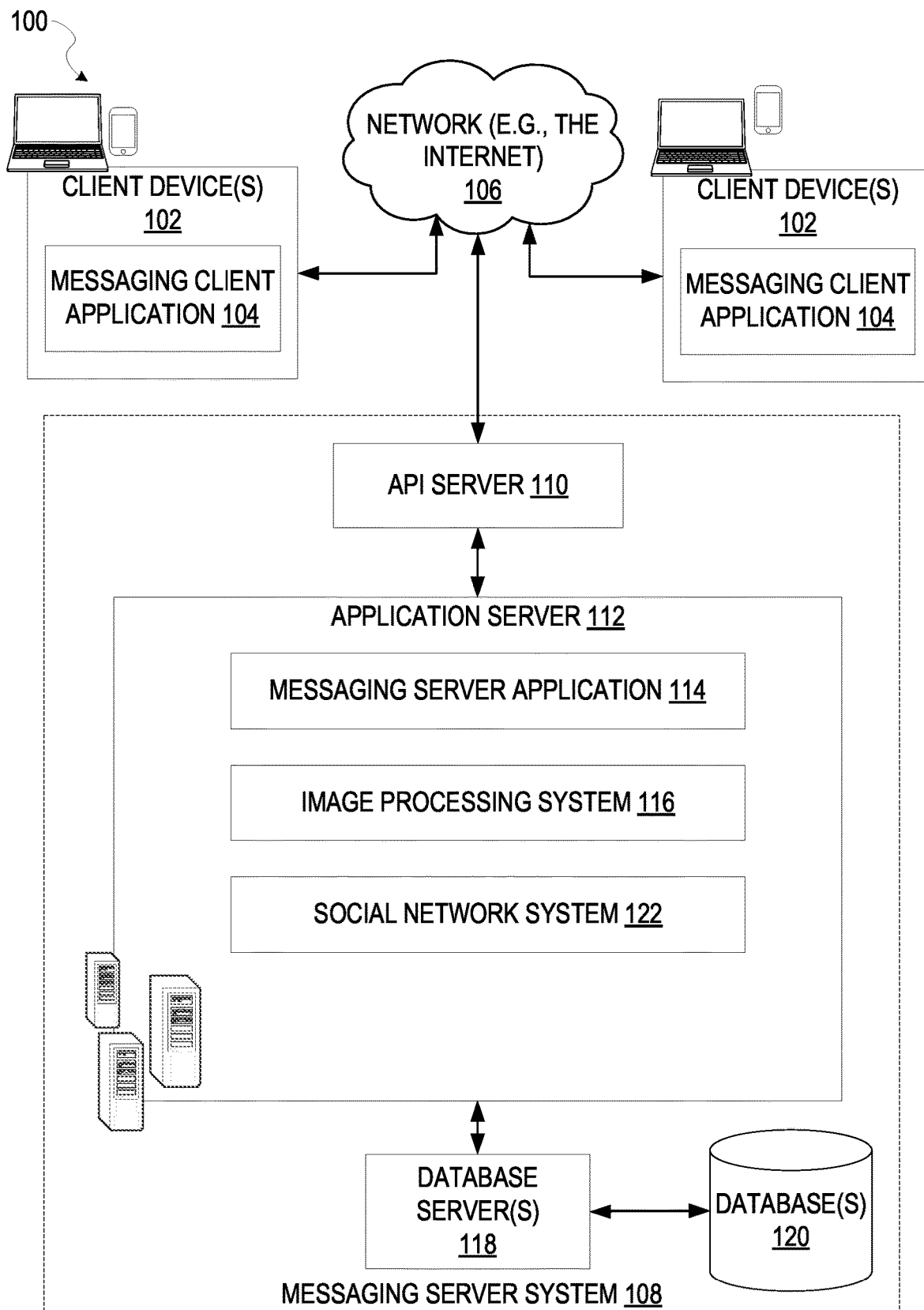


FIG. 1

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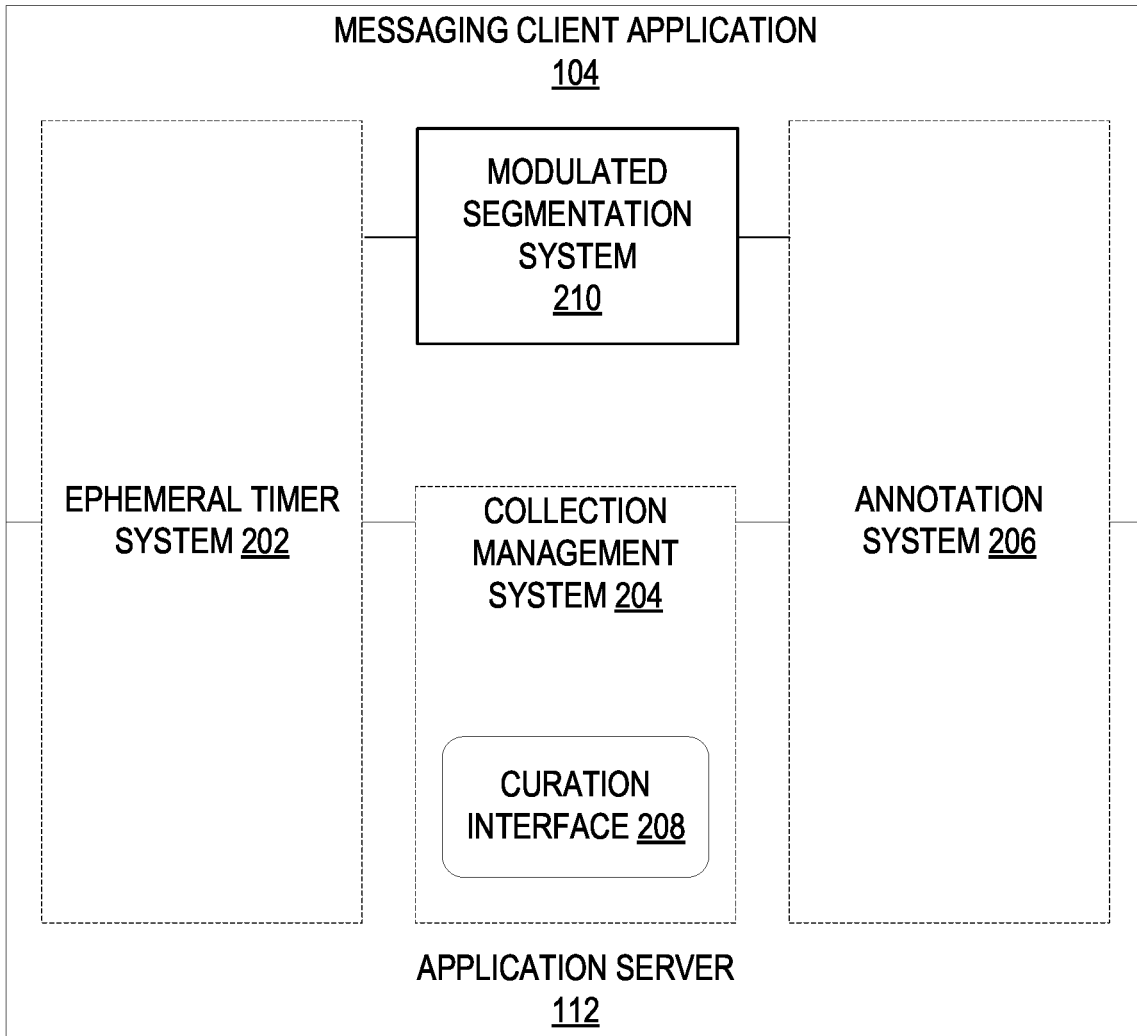


FIG. 2

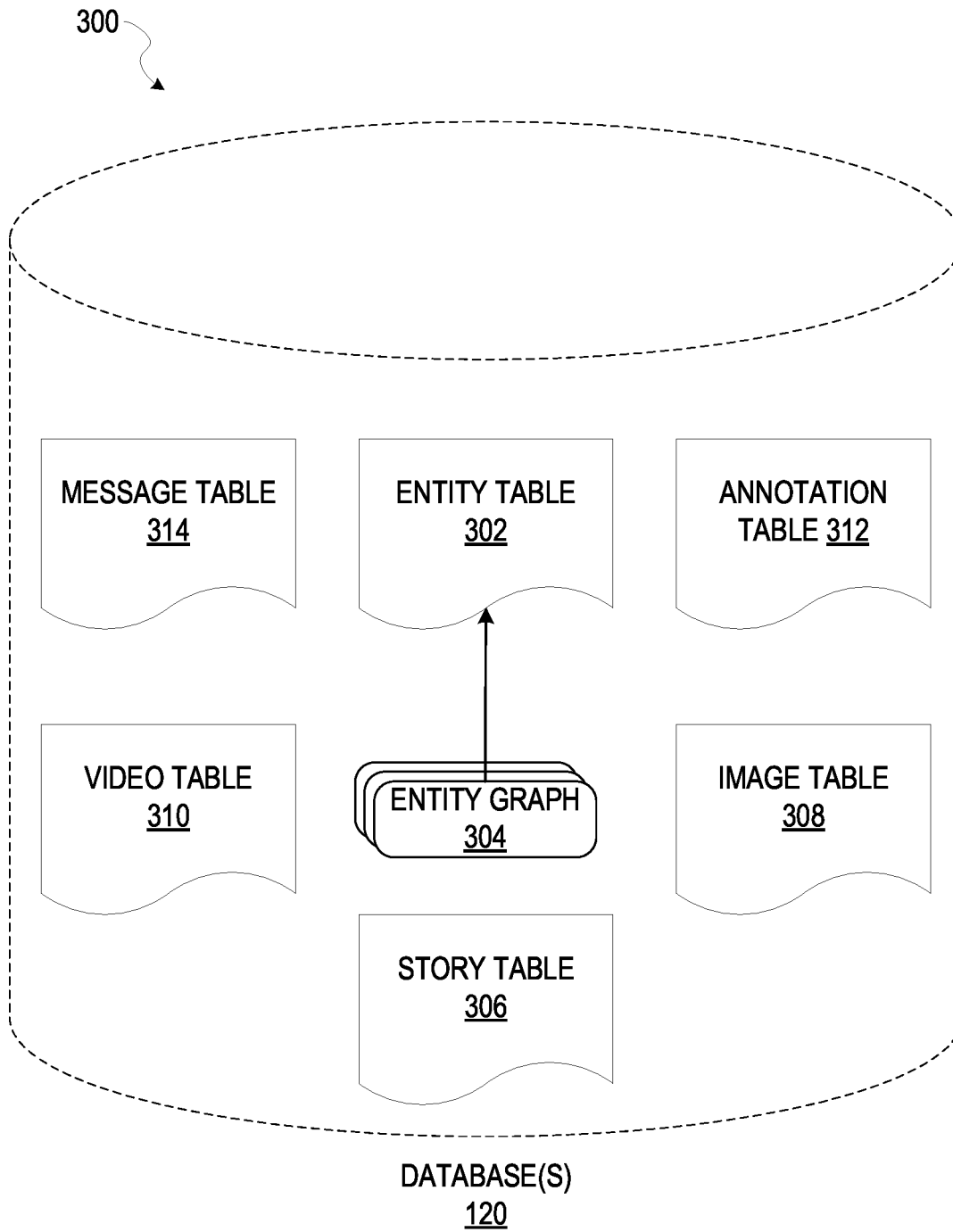


FIG. 3

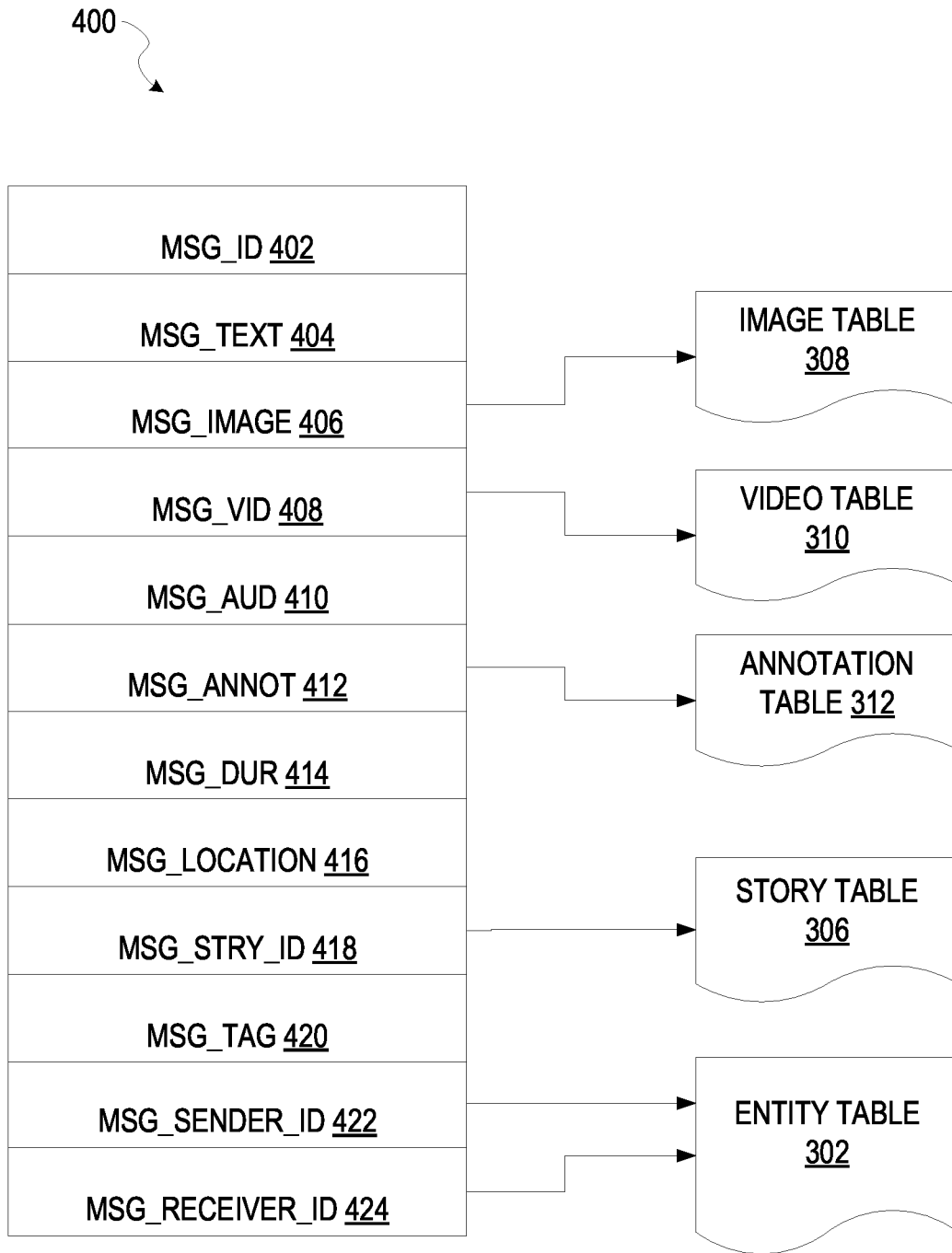


FIG. 4

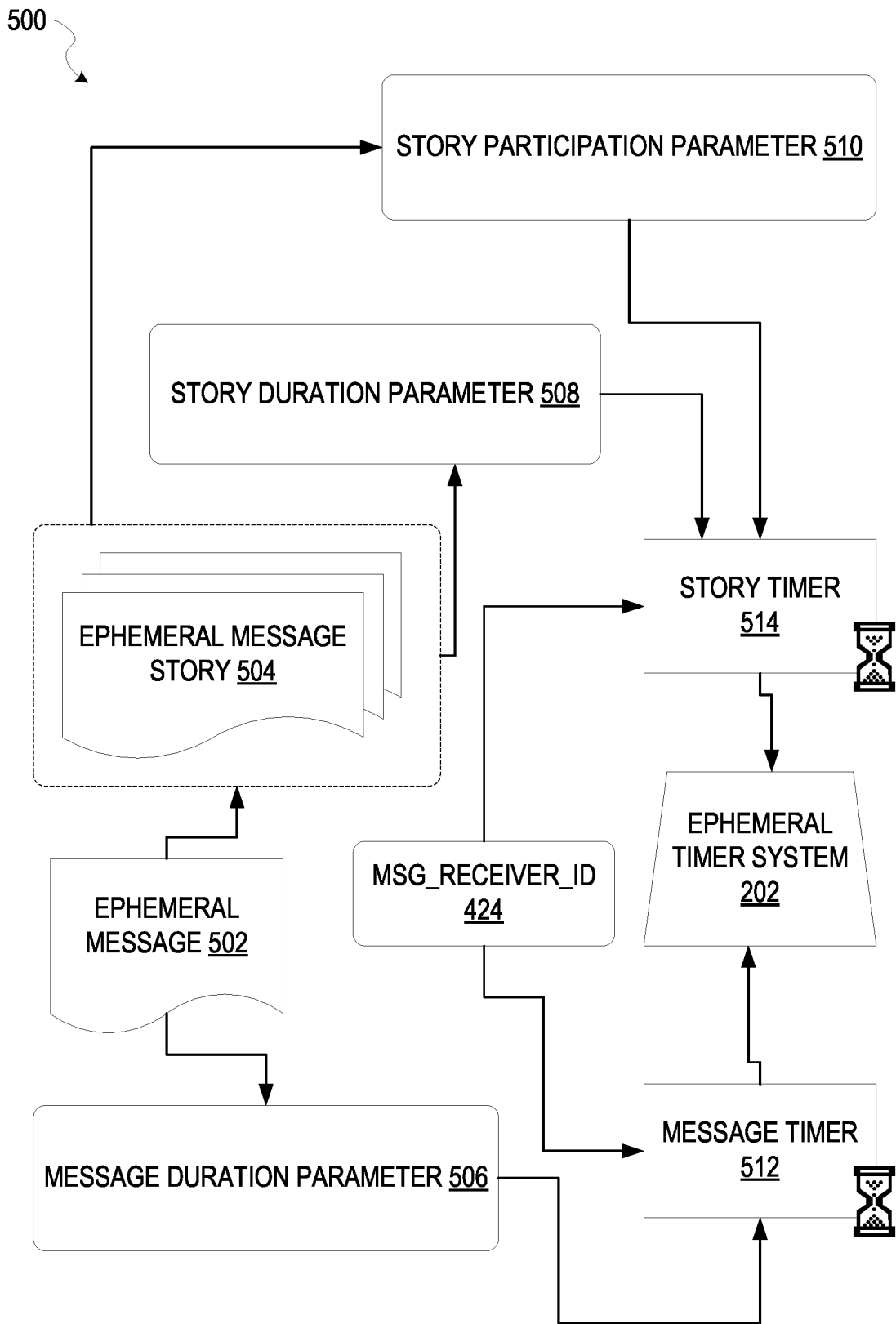


FIG. 5

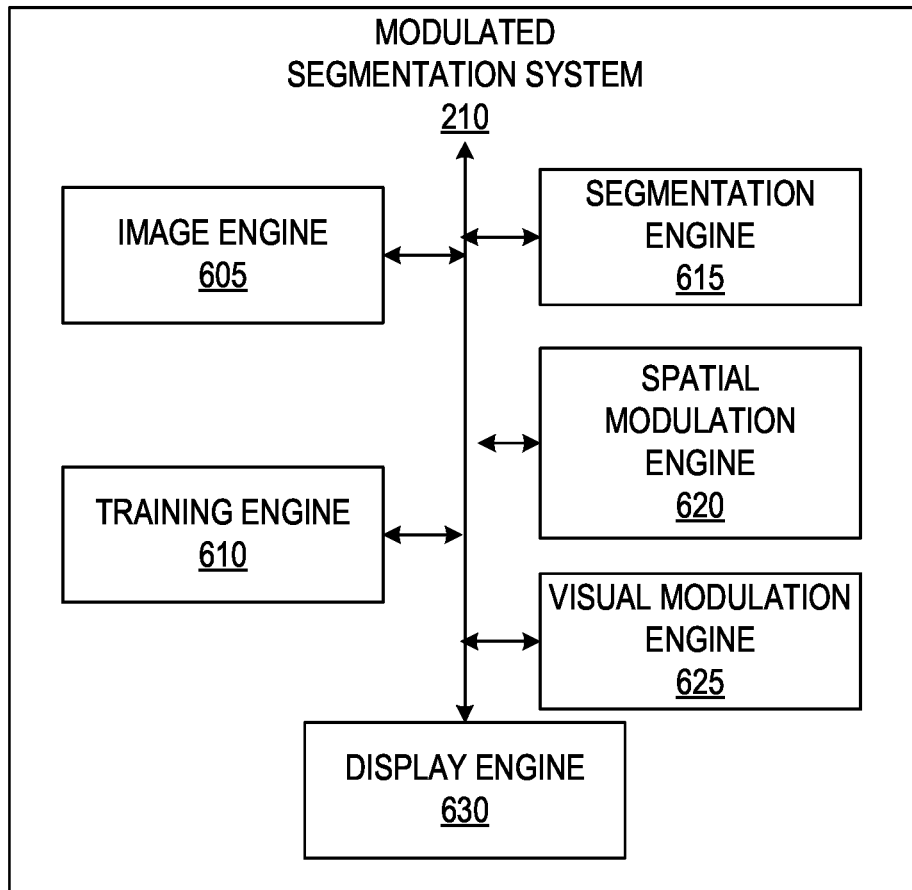


FIG. 6

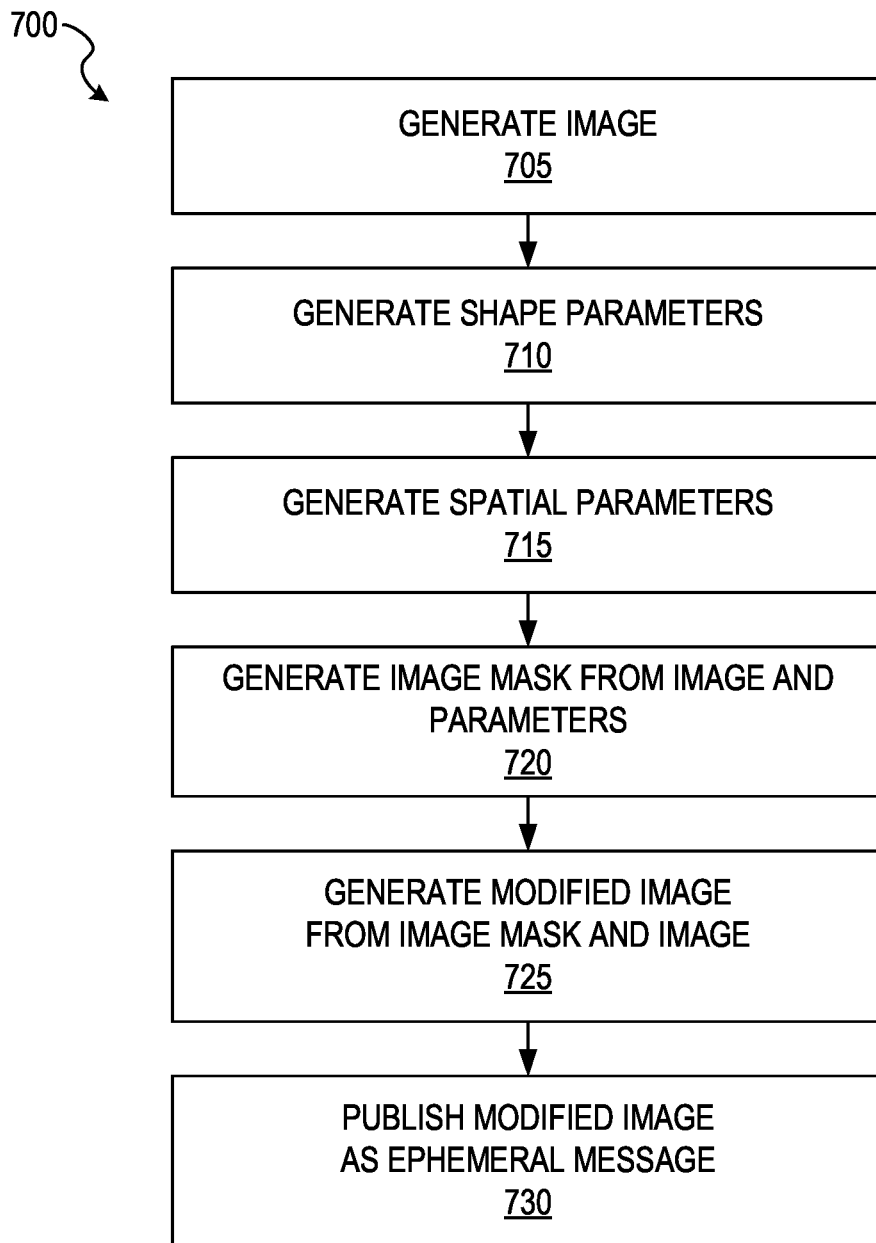


FIG. 7

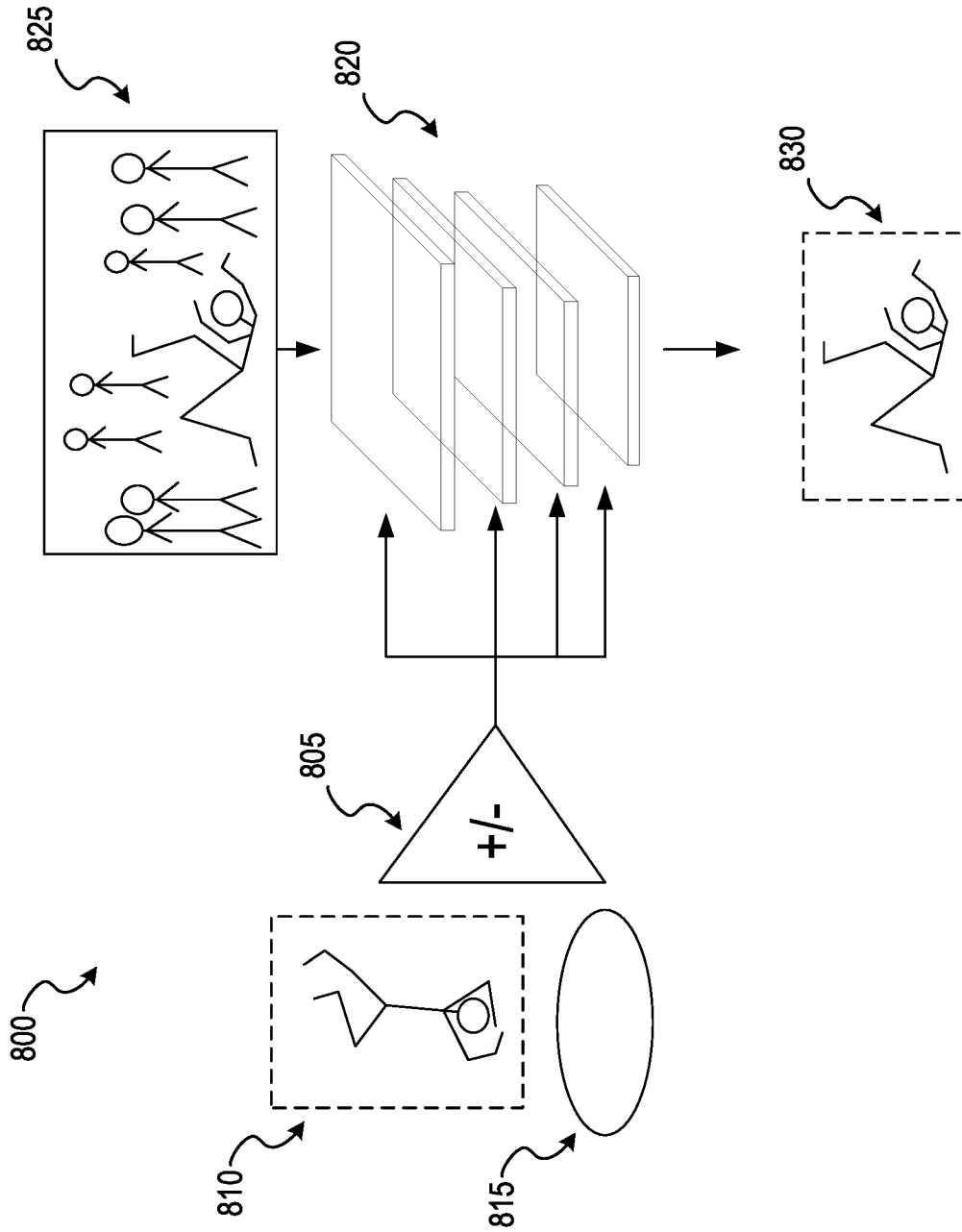


FIG. 8

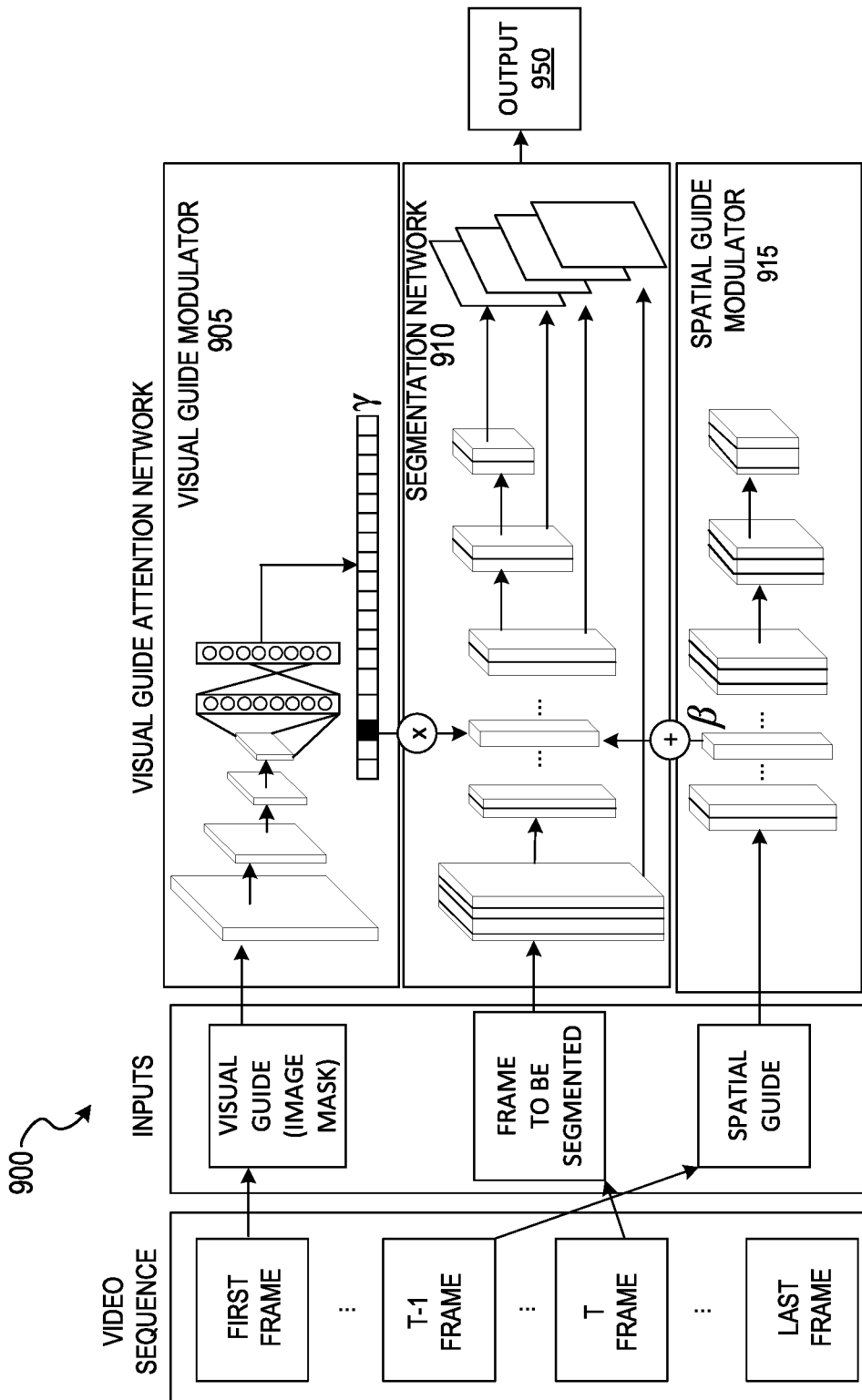


FIG. 9

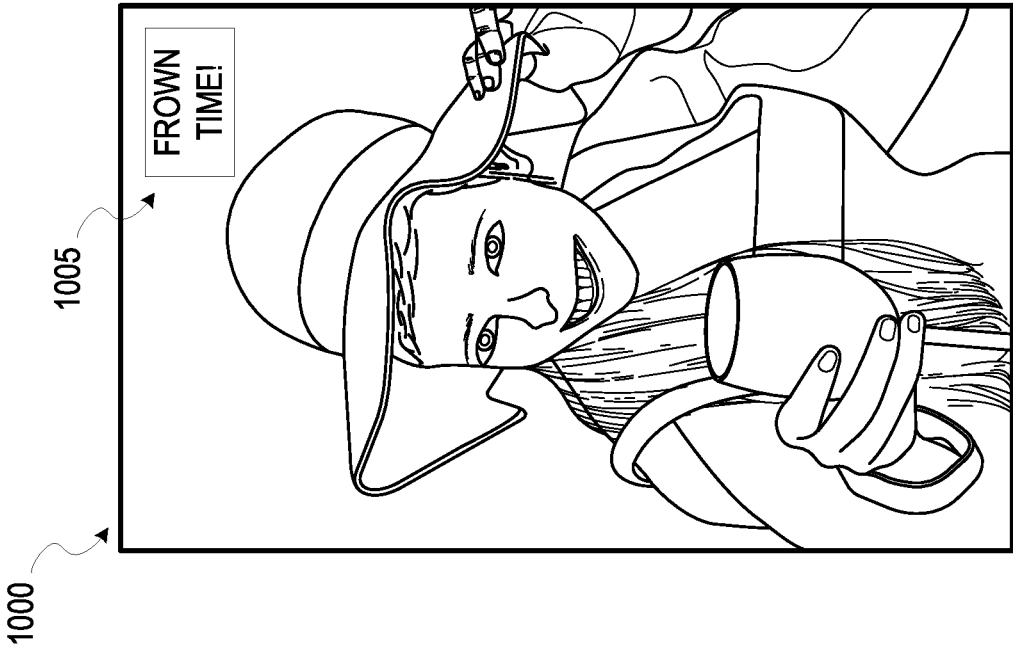


FIG. 10

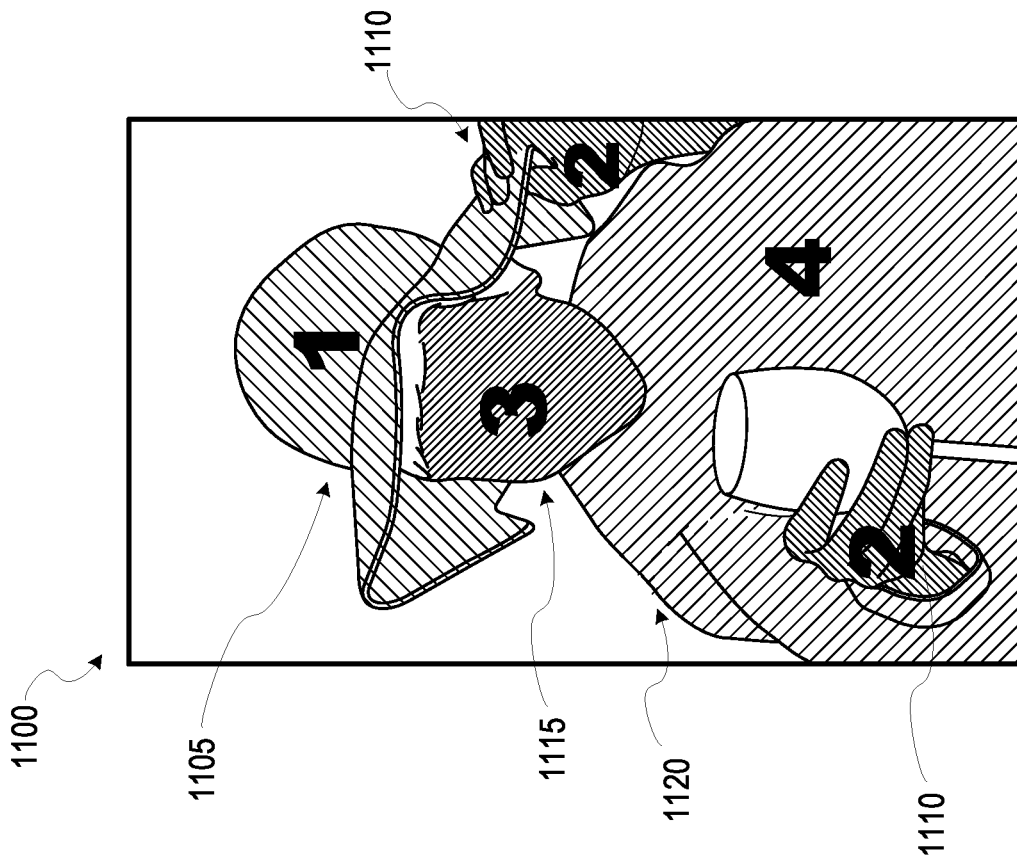


FIG. 11



FIG. 12

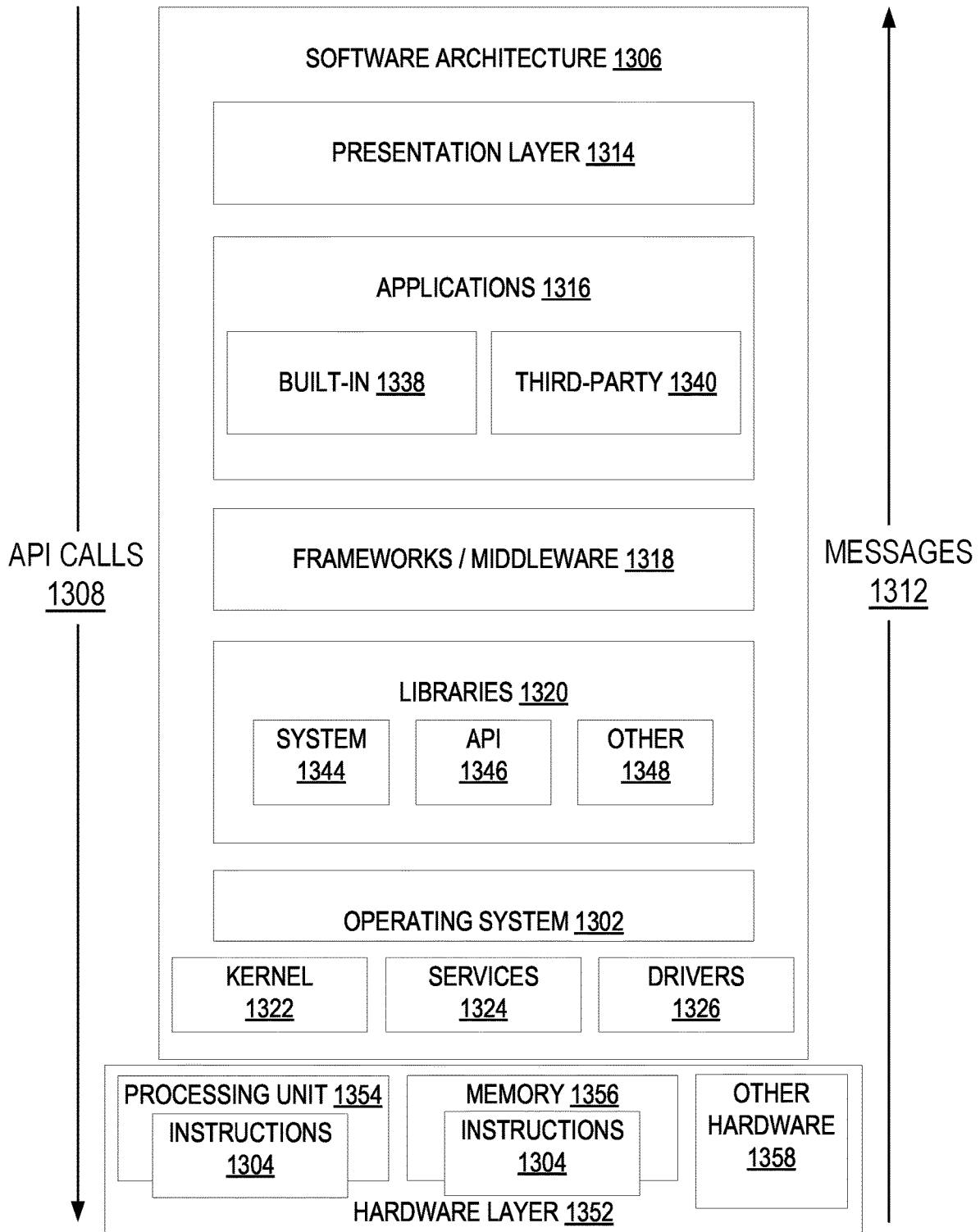


FIG. 13

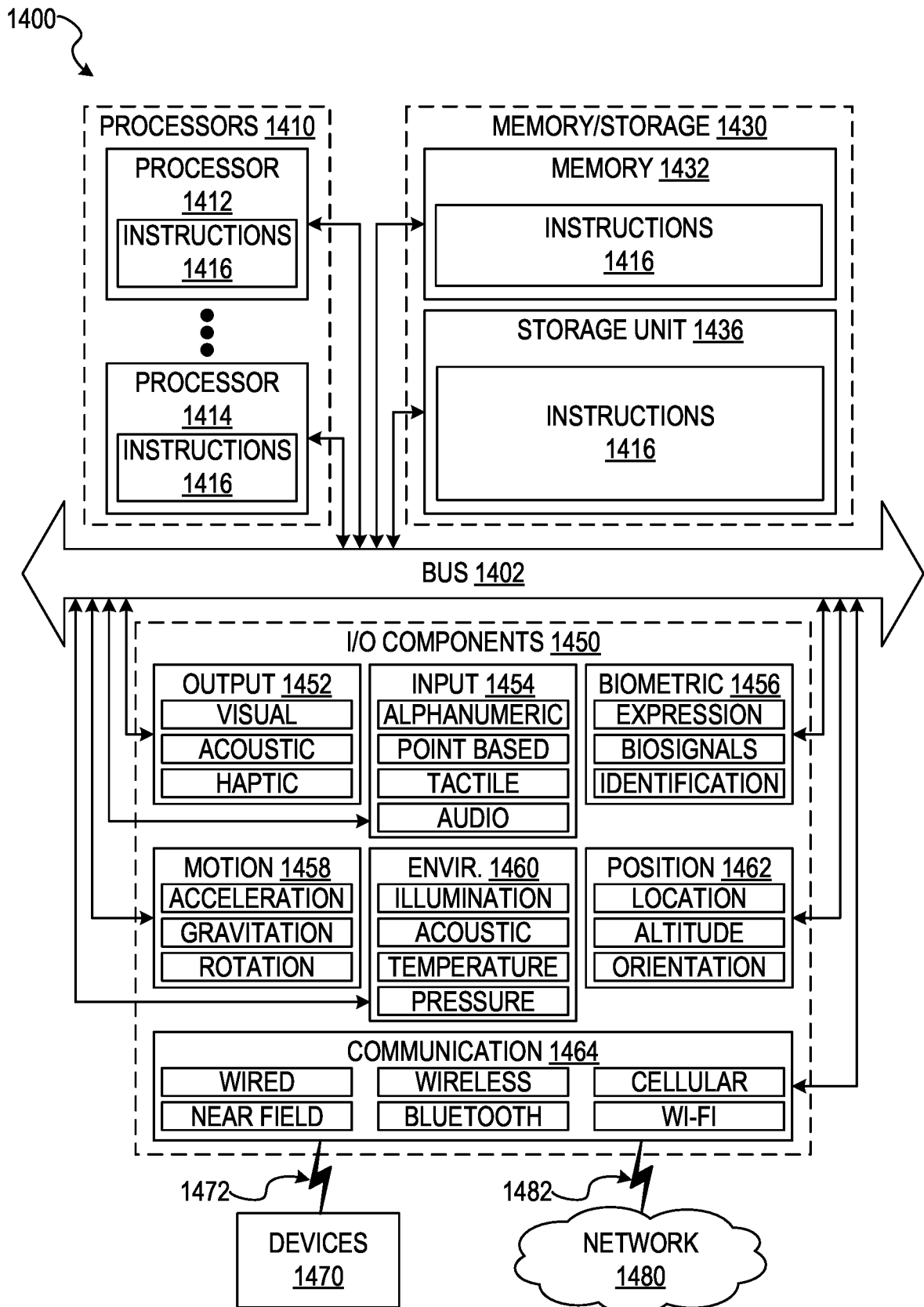


FIG. 14

MODULATED IMAGE SEGMENTATION

PRIORITY APPLICATIONS

This application is a continuation of U.S. patent application Ser. No. 16/192,457, filed Nov. 15, 2018, which application claims the benefit of priority of U.S. Provisional Application Ser. No. 62/586,637, filed on Nov. 15, 2017, both of which are hereby incorporated by reference herein in their entireties.

TECHNICAL FIELD

The present disclosure generally relates to machines special-purpose machines that manage machine learning and improvements to such variants, and to the technologies by which such special-purpose machines become improved compared to other special-purpose machines for image segmentation using a neural networks.

BACKGROUND

Image segmentation is a computational task in which pixels corresponding to different areas of an image are labeled or assigned to categories. For example, pixels of an image of a girl holding a beverage may be labeled into different segments including: a “girl” area for pixels that depict the girl, and “beverage” area for pixels that depict the beverage. A neural network (e.g., a convolutional neural network) can perform image segmentation on some computer systems. However, neural network based image segmentation requires large models that often exceed the memory of smaller computer systems such as mobile phones. Further, implementing the models can exceed the available computational resources of the mobile phones (e.g., processor power or available memory).

BRIEF DESCRIPTION OF THE DRAWINGS

To easily identify the discussion of any particular element or act, the most significant digit or digits in a reference number refer to the figure (“FIG.”) number in which that element or act is first introduced.

FIG. 1 is a block diagram showing an example messaging system for exchanging data (e.g., messages and associated content) over a network.

FIG. 2 is a block diagram illustrating further details regarding the messaging system of FIG. 1, according to example embodiments.

FIG. 3 is a schematic diagram illustrating data which may be stored in a database of a messaging server system, according to certain example embodiments.

FIG. 4 is a schematic diagram illustrating a structure of a message, according to some embodiments, generated by a messaging client application for communication.

FIG. 5 is a schematic diagram illustrating an example access-limiting process, in terms of which access to content (e.g., an ephemeral message, and associated multimedia payload of data) or a content collection (e.g., an ephemeral message story) may be time-limited (e.g., made ephemeral), according to some example embodiments.

FIG. 6 shows example internal functional engines of a modulated segmentation system, according to some example embodiments.

FIG. 7 shows an example flow diagram of a method for implementing modulated image segmentation, according to some example embodiments.

FIG. 8 shows an example data architecture of a modulator, according to some example embodiments.

FIG. 9 shows an example architecture of a modulation segmentation system, according to some example embodiments.

FIGS. 10-12 illustrate example user interfaces for implementing multistage neural network processing, according to some example embodiments.

FIG. 13 is a block diagram illustrating a representative software architecture, which may be used in conjunction with various hardware architectures herein described.

FIG. 14 is a block diagram illustrating components of a machine, according to some example embodiments, able to read instructions from a machine-readable medium (e.g., a machine-readable storage medium) and perform any one or more of the methodologies discussed herein.

DETAILED DESCRIPTION

The description that follows includes systems, methods, techniques, instruction sequences, and computing machine program products that embody illustrative embodiments of the disclosure. In the following description, for the purposes of explanation, numerous specific details are set forth in order to provide an understanding of various embodiments of the inventive subject matter. It will be evident, however, to those skilled in the art, that embodiments of the inventive subject matter may be practiced without these specific details. In general, well-known instruction instances, protocols, structures, and techniques are not necessarily shown in detail.

Generally, image segmentation labels image pixels of an image into defined classes, thereby translating the image into an object map. Neural network (NN) based semi-supervised image segmentation can be performed on every frame of a video thereby allowing an object to be tracked across a number of frames as a segment or image mask. For example, in some embodiments, an object to be tracked in a video sequence is labeled only in the first frame of the video sequence (e.g., the object in the first frame is annotated using an object mask) and a neural network (e.g., convolutional neural network) is tasked to identify the object in the following frames of the video sequence. In some embodiments, a convolutional neural network is first trained to correctly segment an object in a first frame, then the convolutional neural network is trained for several hundred forward iterations and backward iterations to adapt the convolutional neural network model to correctly segment the object across the entire video sequence. Performing NN-based semi-supervised image segmentation approach can be slow on low-computational power devices, e.g., mobile phones. In some example embodiments, a modulator neural network (e.g., spatial guide modulator) is configured to generate distributions (e.g., layer parameters) that adjust the intermediate feature maps (e.g., intermediate feature data) of a segmentation network for a given arbitrary network to be segmented across a video sequence. In some example embodiments, the modulator neural network receives an image of an object and the object’s spatial prior, e.g., relative location within the image as indicated by a distribution, and generates multiple layers of parameters. Each parameter layer is input into another segmentation network for layer-wise feature manipulation. In some example embodiments, a network of neural networks in a single feed-forward pass receive a video sequence and track an object in the video sequence. In some example embodiments, the networks are differentiable and trainable using

end-to-end using stochastic gradient descent. After training, the network can achieve a speed up of at least 70% faster over conventional approaches.

In some example embodiments, a visual guide modulator and a spatial guide modulator learn (e.g., via gradient descent training) to adjust the intermediate feature maps in a segmentation neural network based on an annotated first frame (e.g., image mask of the object to be tracked) and the spatial location of the object (e.g., a distribution depicting the likely location of the object). The visual guide modulator neural network takes an image mask as input, and produces channel-wise parameters for the convolution layers of a convolutional neural network configured to perform image segmentation. The spatial guide modulator neural network takes a location prior image as input, and produces location-wise parameters for each convolution layer in the convolutional neural network.

Channel-wise modulation can be implemented using conditional batch normalization. The scale and bias parameters of each batch-normalization layer is produced by another modulator network, and is used to control the behavior of the main network for tasks such as image stylization and question answering. In some example embodiments, layer-wise manipulation does not include batch normalization of layers, and instead implements stand-alone layers configured to perform scale-and-shift operations. Example stand-alone intermediate layers can be configured as,

$$y_c = \gamma_c x_c + \beta_c \quad [1]$$

where x_c and y_c are the input and output feature maps in the c -th channel, and γ_c and β_c are the modulation parameters. In this way, the design of models with modulations can be more flexible. In some example embodiments, the scale and bias parameters are not used jointly, but rather operate independently of one another. The scale and bias parameters are controlled by different up-stream modulators and the model can be learned jointly with both modulators contributing values, according to some example embodiments.

In some example embodiments, a conditional scale-and-shift layer (e.g., modulated feature data) with parameters from both visual and spatial guide modulators is placed after each convolution layer in the segmentation neural network. The visual guide modulator network produces channel-wise parameters to adjust the weights of different channels in the feature map, while the spatial guide modulator produces element-wise bias parameters to inject location sensitive information to the modulated features. The conditional scale-and-shift layer can be formulated as,

$$y_c = \gamma_c x_c + \beta_c \quad [2]$$

where x_c and y_c are the input and output feature map in the c —the channel, respectively; and where γ_c and β_c are modulation parameters from the visual and spatial guide modulators, respectively. γ_c is a scaler, while β_c is a two-dimensional vector to apply point-wise bias values. Further details are shown in FIG. 9, discussed below.

In some example embodiments, the visual guide modulator is used to adapt the segmentation network to focus on a specific object instance, which is the annotated object of the first frame in the scenario of one-shot video segmentation. The visual guide modulator extracts semantic information such as category, color, shape, texture from the annotated object and generates corresponding channel-wise weights so as to re-target the segmentation network to segment the object, potentially by focusing on the same category, color, shape, etc. In some example embodiments, a Visual Geometry Group 16 (VGG16) neural network is

implemented as the model for visual guide modulator network. In some example embodiments, all the modulation parameters are produced in the last layer of the VGG16 model with fully-connected connections.

The visual guide modulator implicitly learns a multi-level representation of the various kinds of objects in the training data. In some example embodiments, the training data includes Microsoft Coco dataset, a large dataset having over 80 categories of object images. Since the visual guide modulator learns the mapping from an image to a vector that re-weights the features of different convolution layers in another network, and different convolution layers learn different levels of visual abstraction, the weights therefore embed the semantic information of the object on different abstraction levels. In this way, the visual guide modulator can “describe” in effect an arbitrary shape to be tracked through an image sequence, even if the arbitrary shape is unlike anything in the training image dataset. That is, by training the visual guide modulator to describe a large dataset, the trained visual guide modulator can describe characteristics (vector data) of the arbitrary shape to the segmentation network, such that the segmentation network can effectively track the arbitrary shape through an image sequence. Further, according to some example embodiments, the specific area of the arbitrary shape can effectively be “focused on” using attention data from the spatial guide modulator.

The spatial guide modulator gives a prior location of the object on the image, e.g., the location of the object in a previous frame on the basis that the object in the current frame is proximate to the prior location. In some example embodiments, the prior location is implemented as a two-dimensional Gaussian distribution on the image plane (e.g., a point spread function, PSF). The center and standard deviation of the Gaussian distribution is computed from the predicted mask of the previous frame. The Gaussian distribution is transformed into an image and is fed into the spatial guide modulator. The spatial guide modulator down-samples the image into different scales, in correspondence with the scales of different feature maps of the segmentation model, then it applies a scale-and-shift operation on each down-sampled Gaussian image to generate the bias parameters of the modulation layers. Mathematically the spatial guide modulator is configured as,

$$\beta_c = \tilde{\gamma}_c m + \tilde{\beta}_c \quad [2]$$

where m is a down-sampled Gaussian image, and $\tilde{\gamma}_c$ and $\tilde{\beta}_c$ are the scale-and-shift parameters. The bias parameters focus the attention of a given layer of the segmentation network at the scale of the given layer of segmentation network.

FIG. 1 shows a block diagram of an example messaging system 100 for exchanging data (e.g., messages and associated content) over a network 106. The messaging system 100 includes multiple client devices 102, each of which hosts a number of applications including a messaging client application 104. Each messaging client application 104 is communicatively coupled to other instances of the messaging client application 104 and a messaging server system 108 via the network 106 (e.g., the Internet).

Accordingly, each messaging client application 104 is able to communicate and exchange data with another messaging client application 104 and with the messaging server system 108 via the network 106. The data exchanged between messaging client applications 104, and between a

messaging client application **104** and the messaging server system **108**, includes functions (e.g., commands to invoke functions) as well as payload data (e.g., text, audio, video, or other multimedia data).

The messaging server system **108** provides server-side functionality via the network **106** to a particular messaging client application **104**. While certain functions of the messaging system **100** are described herein as being performed by either a messaging client application **104** or by the messaging server system **108**, it will be appreciated that the location of certain functionality within either the messaging client application **104** or the messaging server system **108** is a design choice. For example, it may be technically preferable to initially deploy certain technology and functionality within the messaging server system **108**, and to later migrate this technology and functionality to the messaging client application **104** where a client device **102** has a sufficient processing capacity.

The messaging server system **108** supports various services and operations that are provided to the messaging client application **104**. Such operations include transmitting data to, receiving data from, and processing data generated by the messaging client application **104**. This data may include message content, client device information, geolocation information, media annotation and overlays, message content persistence conditions, social network information, and live event information, as examples. Data exchanges within the messaging system **100** are invoked and controlled through functions available via user interfaces (UIs) of the messaging client application **104**.

Turning now specifically to the messaging server system **108**, an application programming interface (API) server **110** is coupled to, and provides a programmatic interface to, an application server **112**. The application server **112** is communicatively coupled to a database server **118**, which facilitates access to a database **120** in which is stored data associated with messages processed by the application server **112**.

The API server **110** receives and transmits message data (e.g., commands and message payloads) between the client devices **102** and the application server **112**. Specifically, the API server **110** provides a set of interfaces (e.g., routines and protocols) that can be called or queried by the messaging client application **104** in order to invoke functionality of the application server **112**. The API server **110** exposes various functions supported by the application server **112**, including account registration; login functionality; the sending of messages, via the application server **112**, from a particular messaging client application **104** to another messaging client application **104**; the sending of media files (e.g., images or video) from a messaging client application **104** to a messaging server application **114** for possible access by another messaging client application **104**; the setting of a collection of media data (e.g., a story); the retrieval of such collections; the retrieval of a list of friends of a user of a client device **102**; the retrieval of messages and content; the adding and deletion of friends to and from a social graph; the location of friends within the social graph; and opening application events (e.g., relating to the messaging client application **104**).

The application server **112** hosts a number of applications and subsystems, including the messaging server application **114**, an image processing system **116**, and a social network system **122**, in some example embodiments. The messaging server application **114** implements a number of message-processing technologies and functions, particularly related to the aggregation and other processing of content (e.g.,

textual and multimedia content) included in messages received from multiple instances of the messaging client application **104**. As will be described in further detail, the text and media content from multiple sources may be aggregated into collections of content (e.g., called stories or galleries). These collections are then made available, by the messaging server application **114**, to the messaging client application **104**. Other processor- and memory-intensive processing of data may also be performed server-side by the messaging server application **114**, in view of the hardware requirements for such processing.

The application server **112** also includes the image processing system **116**, which is dedicated to performing various image processing operations, typically with respect to images or video received within the payload of a message at the messaging server application **114**.

The social network system **122** supports various social networking functions and services, and makes these functions and services available to the messaging server application **114**. To this end, the social network system **122** maintains and accesses an entity graph (e.g., entity graph **304** in FIG. 3) within the database **120**. Examples of functions and services supported by the social network system **122** include the identification of other users of the messaging system **100** with whom a particular user has relationships or whom the particular user is “following,” and also the identification of other entities and interests of a particular user.

The application server **112** is communicatively coupled to a database server **118**, which facilitates access to a database **120** in which is stored data associated with messages processed by the messaging server application **114**.

FIG. 2 is a block diagram illustrating further details regarding the messaging system **100**, according to example embodiments. Specifically, the messaging system **100** is shown to comprise the messaging client application **104** and the application server **112**, which in turn embody a number of subsystems, namely an ephemeral timer system **202**, a collection management system **204**, an annotation system **206**, and modulated segmentation system **210**.

The ephemeral timer system **202** is responsible for enforcing the temporary access to content permitted by the messaging client application **104** and the messaging server application **114**. To this end, the ephemeral timer system **202** incorporates a number of timers that, based on duration and display parameters associated with a message or collection of messages (e.g., a sequence of messages displayed as a live realtime slideshow or story), selectively display and enable access to messages and associated content via the messaging client application **104**. Further details regarding the operation of the ephemeral timer system **202** are provided below.

The collection management system **204** is responsible for managing collections of media (e.g., collections of text, image, video, and audio data). In some examples, a collection of content (e.g., messages, including images, video, text, and audio) may be organized into an “event gallery” or an “event story.” Such a collection may be made available for a specified time period, such as the duration of an event to which the content relates. For example, content relating to a music concert may be made available as a “story” for the duration of that music concert. The collection management system **204** may also be responsible for publishing an icon that provides notification of the existence of a particular collection to the user interface of the messaging client application **104**.

The collection management system **204** furthermore includes a curation interface **208** that allows a collection

manager to manage and curate a particular collection of content. For example, the curation interface **208** enables an event organizer to curate a collection of content relating to a specific event (e.g., delete inappropriate content or redundant messages). Additionally, the collection management system **204** employs machine vision (or image recognition technology) and content rules to automatically curate a content collection. In certain embodiments, compensation may be paid to a user for inclusion of user-generated content into a collection. In such cases, the curation interface **208** operates to automatically make payments to such users for the use of their content.

The annotation system **206** provides various functions that enable a user to annotate or otherwise modify or edit media content associated with a message. For example, the annotation system **206** provides functions related to the generation and publishing of media overlays for messages processed by the messaging system **100**. The annotation system **206** operatively supplies a media overlay (e.g., a filter) to the messaging client application **104** based on a geolocation of the client device **102**. In another example, the annotation system **206** operatively supplies a media overlay to the messaging client application **104** based on other information, such as social network information of the user of the client device **102**. A media overlay may include audio and visual content and visual effects. Examples of audio and visual content include pictures, text, logos, animations, and sound effects. An example of a visual effect includes color overlaying. The audio and visual content or the visual effects can be applied to a media content item (e.g., a photo) at the client device **102**. For example, the media overlay includes text that can be overlaid on top of a photograph generated by the client device **102**. In another example, the media overlay includes an identification of a location (e.g., Venice Beach), a name of a live event, or a name of a merchant (e.g., Beach Coffee House). In another example, the annotation system **206** uses the geolocation of the client device **102** to identify a media overlay that includes the name of a merchant at the geolocation of the client device **102**. The media overlay may include other indicia associated with the merchant. The media overlays may be stored in the database **120** and accessed through the database server **118**.

In one example embodiment, the annotation system **206** provides a user-based publication platform that enables users to select a geolocation on a map and upload content associated with the selected geolocation. The user may also specify circumstances under which particular content should be offered to other users. The annotation system **206** generates a media overlay that includes the uploaded content and associates the uploaded content with the selected geolocation.

In another example embodiment, the annotation system **206** provides a merchant-based publication platform that enables merchants to select a particular media overlay associated with a geolocation via a bidding process. For example, the annotation system **206** associates the media overlay of a highest-bidding merchant with a corresponding geolocation for a predefined amount of time.

FIG. 3 is a schematic diagram illustrating data **300** which may be stored in the database **120** of the messaging server system **108**, according to certain example embodiments. While the content of the database **120** is shown to comprise a number of tables, it will be appreciated that the data **300** could be stored in other types of data structures (e.g., as an object-oriented database).

The database **120** includes message data stored within a message table **314**. An entity table **302** stores entity data,

including an entity graph **304**. Entities for which records are maintained within the entity table **302** may include individuals, corporate entities, organizations, objects, places, events, and so forth. Regardless of type, any entity regarding which the messaging server system **108** stores data may be a recognized entity. Each entity is provided with a unique identifier, as well as an entity type identifier (not shown).

The entity graph **304** furthermore stores information regarding relationships and associations between or among entities. Such relationships may be social, professional (e.g., work at a common corporation or organization), interest-based, or activity-based, for example.

The database **120** also stores annotation data, in the example form of filters, in an annotation table **312**. Filters for which data is stored within the annotation table **312** are associated with and applied to videos (for which data is stored in a video table **310**) and/or images (for which data is stored in an image table **308**). Filters, in one example, are overlays that are displayed as overlaid on an image or video during presentation to a recipient user. Filters may be of various types, including user-selected filters from a gallery of filters presented to a sending user by the messaging client application **104** when the sending user is composing a message. Other types of filters include geolocation filters (also known as geo-filters), which may be presented to a sending user based on geographic location. For example, geolocation filters specific to a neighborhood or special location may be presented within a user interface by the messaging client application **104**, based on geolocation information determined by a Global Positioning System (GPS) unit of the client device **102**. Another type of filter is a data filter, which may be selectively presented to a sending user by the messaging client application **104**, based on other inputs or information gathered by the client device **102** during the message creation process. Examples of data filters include a current temperature at a specific location, a current speed at which a sending user is traveling, a battery life for a client device **102**, or the current time.

Other annotation data that may be stored within the image table **308** is so-called "lens" data. A "lens" may be a real-time special effect and sound that may be added to an image or a video.

As mentioned above, the video table **310** stores video data which, in one embodiment, is associated with messages for which records are maintained within the message table **314**. Similarly, the image table **308** stores image data associated with messages for which message data is stored in the message table **314**. The entity table **302** may associate various annotations from the annotation table **312** with various images and videos stored in the image table **308** and the video table **310**.

A story table **306** stores data regarding collections of messages and associated image, video, or audio data, which are compiled into a collection (e.g., a story or a gallery). The creation of a particular collection may be initiated by a particular user (e.g., each user for whom a record is maintained in the entity table **302**). A user may create a "personal story" in the form of a collection of content that has been created and sent/broadcast by that user. To this end, the user interface of the messaging client application **104** may include an icon that is user-selectable to enable a sending user to add specific content to his or her personal story.

A collection may also constitute a "live story," which is a collection of content from multiple users that is created manually, automatically, or using a combination of manual and automatic techniques. For example, a "live story" may constitute a curated stream of user-submitted content from

various locations and events. Users whose client devices **102** have location services enabled and are at a common location or event at a particular time may, for example, be presented with an option, via a user interface of the messaging client application **104**, to contribute content to a particular live story. The live story may be identified to the user by the messaging client application **104** based on his or her location. The end result is a “live story” told from a community perspective.

A further type of content collection is known as a “location story,” which enables a user whose client device **102** is located within a specific geographic location (e.g., on a college or university campus) to contribute to a particular collection. In some embodiments, a contribution to a location story may require a second degree of authentication to verify that the end user belongs to a specific organization or other entity (e.g., is a student on the university campus).

FIG. 4 is a schematic diagram illustrating a structure of a message **400**, according to some embodiments, generated by a messaging client application **104** for communication to a further messaging client application **104** or the messaging server application **114**. The content of a particular message **400** is used to populate the message table **314** stored within the database **120**, accessible by the messaging server application **114**. Similarly, the content of a message **400** is stored in memory as “in-transit” or “in-flight” data of the client device **102** or the application server **112**. The message **400** is shown to include the following components:

A message identifier **402**: a unique identifier that identifies the message **400**.

A message text payload **404**: text, to be generated by a user via a user interface of the client device **102** and that is included in the message **400**.

A message image payload **406**: image data captured by a camera component of a client device **102** or retrieved from memory of a client device **102**, and that is included in the message **400**.

A message video payload **408**: video data captured by a camera component or retrieved from a memory component of the client device **102**, and that is included in the message **400**.

A message audio payload **410**: audio data captured by a microphone or retrieved from the memory component of the client device **102**, and that is included in the message **400**.

Message annotations **412**: annotation data (e.g., filters, stickers, or other enhancements) that represents annotations to be applied to the message image payload **406**, message video payload **408**, or message audio payload **410** of the message **400**.

A message duration parameter **414**: a parameter value indicating, in seconds, the amount of time for which content of the message **400** (e.g., the message image payload **406**, message video payload **408**, and message audio payload **410**) is to be presented or made accessible to a user via the messaging client application **104**.

A message geolocation parameter **416**: geolocation data (e.g., latitudinal and longitudinal coordinates) associated with the content payload of the message **400**. Multiple message geolocation parameter **416** values may be included in the payload, with each of these parameter values being associated with respective content items included in the content (e.g., a specific image in the message image payload **406**, or a specific video in the message video payload **408**).

A message story identifier **418**: values identifying one or more content collections (e.g., “stories”) with which a

particular content item in the message image payload **406** of the message **400** is associated. For example, multiple images within the message image payload **406** may each be associated with multiple content collections using identifier values.

A message tag **420**: one or more tags, each of which is indicative of the subject matter of content included in the message payload. For example, where a particular image included in the message image payload **406** depicts an animal (e.g., a lion), a tag value may be included within the message tag **420** that is indicative of the relevant animal. Tag values may be generated manually, based on user input, or may be automatically generated using, for example, image recognition.

A message sender identifier **422**: an identifier (e.g., a messaging system identifier, email address, or device identifier) indicative of a user of the client device **102** on which the message **400** was generated and from which the message **400** was sent.

A message receiver identifier **424**: an identifier (e.g., a messaging system identifier, email address, or device identifier) indicative of a user of the client device **102** to which the message **400** is addressed.

The contents (e.g., values) of the various components of the message **400** may be pointers to locations in tables within which content data values are stored. For example, an image value in the message image payload **406** may be a pointer to (or address of) a location within the image table **308**. Similarly, values within the message video payload **408** may point to data stored within the video table **310**, values stored within the message annotations **412** may point to data stored in the annotation table **312**, values stored within the message story identifier **418** may point to data stored in the story table **306**, and values stored within the message sender identifier **422** and the message receiver identifier **424** may point to user records stored within the entity table **302**.

FIG. 5 is a schematic diagram illustrating an access-limiting process **500**, in terms of which access to content (e.g., an ephemeral message **502**, and associated multimedia payload of data) or a content collection (e.g., an ephemeral message story **504**) may be time-limited (e.g., made ephemeral), according to some example embodiments.

An ephemeral message **502** is shown to be associated with a message duration parameter **506**, the value of which determines an amount of time that the ephemeral message **502** will be displayed to a receiving user of the ephemeral message **502** by the messaging client application **104**. In one embodiment, where the messaging client application **104** is a social network site application client, an ephemeral message **502** is viewable by a receiving user for up to a maximum of 10 seconds, depending on the amount of time that the sending user specifies using the message duration parameter **506**.

The message duration parameter **506** and the message receiver identifier **424** are shown to be inputs to a message timer **512**, which is responsible for determining the amount of time that the ephemeral message **502** is shown to a particular receiving user identified by the message receiver identifier **424**. In particular, the ephemeral message **502** will only be shown to the relevant receiving user for a time period determined by the value of the message duration parameter **506**. The message timer **512** is shown to provide output to a more generalized ephemeral timer system **202**, which is responsible for the overall timing of display of content (e.g., an ephemeral message **502**) to a receiving user.

The ephemeral message **502** is shown in FIG. 5 to be included within an ephemeral message story **504** (e.g., a

personal story, or an event story). The ephemeral message story **504** has an associated story duration parameter **508**, a value of which determines a time duration for which the ephemeral message story **504** is presented and accessible to users of the messaging system **100**. The story duration parameter **508**, for example, may be the duration of a music concert, where the ephemeral message story **504** is a collection of content pertaining to that concert. Alternatively, a user (either the owning user or a curator user) may specify the value for the story duration parameter **508** when performing the setup and creation of the ephemeral message story **504**.

Additionally, each ephemeral message **502** within the ephemeral message story **504** has an associated story participation parameter **510**, a value of which determines the duration of time for which the ephemeral message **502** will be accessible within the context of the ephemeral message story **504**. Accordingly, a particular ephemeral message **502** may “expire” and become inaccessible within the context of the ephemeral message story **504**, prior to the ephemeral message story **504** itself expiring in terms of the story duration parameter **508**.

The ephemeral timer system **202** may furthermore operationally remove a particular ephemeral message **502** from the ephemeral message story **504** based on a determination that it has exceeded an associated story participation parameter **510**. For example, when a sending user has established a story participation parameter **510** of 24 hours from posting, the ephemeral timer system **202** will remove the relevant ephemeral message **502** from the ephemeral message story **504** after the specified 24 hours. The ephemeral timer system **202** also operates to remove an ephemeral message story **504** either when the story participation parameter **510** for each and every ephemeral message **502** within the ephemeral message story **504** has expired, or when the ephemeral message story **504** itself has expired in terms of the story duration parameter **508**.

In response to the ephemeral timer system **202** determining that an ephemeral message story **504** has expired (e.g., is no longer accessible), the ephemeral timer system **202** communicates with the messaging system **100** (e.g., specifically, the messaging client application **104**) to cause an indicium (e.g., an icon) associated with the relevant ephemeral message story **504** to no longer be displayed within a user interface of the messaging client application **104**.

FIG. 6 shows example internal functional engines of a modulated segmentation system, according to some example embodiments. As illustrated, the modulated segmentation system comprises an image engine **605**, a training engine **610**, a segmentation engine **615**, a spatial modulation engine **620**, a visual modulation engine **625**, and a display engine **630**. The image engine **605** is configured to generate one or more images (e.g., a video sequence) for processing using an image sensor of a user device. The training engine **610** is configured to train the neural networks (e.g., networks within segmentation engine **615**, spatial modulation engine **620**, and visual modulation engine **625**) on training data in an end-to-end training process, as discussed with reference to FIG. 9 below. In some example embodiments, the modulated segmentation system **210** omits training engine **610**. In those example embodiments, the training occurs off the user device (e.g., within a training engine on application server **112**) and the trained model is distributed to modulated segmentation systems on different client devices.

The segmentation engine **615** is configured to implement a convolutional neural network to perform image segmentation. The spatial modulation engine **620** is configured to

implement a neural network to generate layer parameter data for the layers in the segmentation engine **615**. The visual modulation engine **625** is configured to implement a neural network to generate parameter data that describes an arbitrary shape to be tracked and segmented across images generated by the image engine **605**. The display engine **630** is configured to use the image mask generated by the other engines and apply an image effect to the images to generate modified images. For example, the display engine **630** may comprise a style transfer neural network (e.g., CycleGAN) to transfer the style image from a first style to a second style. The display engine **630** can further be configured to publish the modified images an ephemeral message **502** or forward output data (e.g., mask data, segmentation, layer data, modified image data) to other components for processing as discussed above, according to some example embodiments.

FIG. 7 shows an example flow diagram of a method **700** for implementing image segmentation using a network of neural nets, according to some example embodiments. Although the operations of method **700** are displayed as a sequence of operations, it is appreciated that multiple of the operations may be performed in parallel (e.g., operations **710**, **715**, and **720** may be performed in parallel and receive inputs from one another).

At operation **705**, the image engine **605** generates one or more images using an image sensor of the client device. At operation **710**, the visual modulation engine **625** generates shape parameters that describe a shape depicted in the image generated at operation **705**. At operation **715**, the spatial modulation engine **620** generates spatial parameters that emphasize the location of the object depicted in the image of operation **705**. In some example embodiments, the spatial parameters may be generated using an image generated before the image of operation **705**. At operation **720**, the segmentation engine **615** generates an image mask for the object depicted in the image of operation **705**. At operation **725**, the display engine **630** modifies the image of **705** to generate a new image (e.g., a girl with a frown instead of a smile, as discussed below with reference to FIGS. 10-12). At operation **730**, the display engine **630** publishes the modified image as an ephemeral message on a network site (e.g., website).

FIG. 8 shows an example architecture **800** of a visual guide modulator, according to some example embodiments. In FIG. 8, a modulator **805** takes the object image **810** (e.g., a man doing a handstand while breakdancing) and object image spatial prior **815** (e.g., a Gaussian distribution, a point spread function) as inputs, and produces a list of layer-wise parameters. The layer wise parameters are input into a segmentation network **820** for layer-wise feature manipulation. The segmentation network **820** can receive an image **825** as input for segmentation processing. The image **825** may depict the same object or an object similar to the object depicted in object image **810**. For example, object image **810** may depict a man doing a handstand while breakdancing and the image **825** may be a later image of the same video sequence that depicts the same man on the his back while breakdancing. The segmentation network **820** generates intermediate feature maps, which are adjusted layer wise by the layer-wise parameter inputs generated by the modulator **805**. The output is an image mask **830** indicating the segment (e.g., image mask) of an object depicted in the image **825**. The image mask **830** can then be used to track the object in the image **825** and/or apply an effect to the object even though the object in the image does not exactly match the object used for training (e.g., object image **810**).

In this way, the segmentation network **820** can generate image masks for objects never before seen by the segmentation network **820**.

FIG. **9** shows an example data architecture **900** of a modulation segmentation system **210**, according to some example embodiments. In the example of FIG. **9**, the modulation segmentation system **210** comprises three neural networks: a visual guide modulator **905**, a segmentation network **910**, and a spatial guide modulator **915**. A video sequence serves as three kinds of inputs. First, the video sequence is used in the visual guide modulator **905** to generate layer parameters. The video sequence is further input into the segmentation network **910** for segmentation or image mask generation. Further, the video sequence provides spatial guide data for the object being tracked. For example, the spatial guide modulator **915** tracks the person dancing in the video sequence and uses a Gaussian object (e.g., point spread function) to focus more attention on the area of the image in which the dancer is currently located. As illustrated, the outputs of the visual guide modulator **905** and the spatial guide modulator **915** modify the intermediate feature representations of hidden layers in the segmentation network **910**. The output **950** is an image mask of the object, e.g., an image mask of the breakdancer in the current frame (“T FRAME”), that can be produced even though the segmentation network **910** has never seen the specific object depicted in the video sequence (that is, the object in “T-FRAME” is a breakdancer in a new configuration, different from the dancer’s configuration in the “FIRST FRAME”).

FIGS. **10-12** illustrate example user interfaces for implementing modulated segmentation system **210**, according to some example embodiments. As illustrated in FIG. **10**, image **1000** is an example of an image captured at operation **705** of FIG. **7**. The image **1000** depicts a smiling girl holding her hat and a tasty beverage. The image may be a current frame of a video sequence, where previous frames captured before the current frame were previously displayed on the client device. A user (e.g., the girl or another person holding a mobile phone taking a picture of the girl) may have selected button **1005** to initiate styling of the image **1000**. An image mask may be required to perform the styling (e.g., the image mask is a mouth mask that labels pixels depicting the mouth area of the girl).

Responsive to selection of the button **1005** image segmentation is performed as discussed above (e.g., the first frame of the video sequence is used as a visual guide, the previous frame is used to generate a spatial guide, and both inputs are used to improve segmentation performed by a segmentation network). FIG. **11** shows a segmented image **1100**, which has been derived by performing image segmentation on image **1000** of FIG. **10** using the modulated segmentation system **210**. The segmented image **1100** denotes different areas of the image, including for example a hat area **1105** (labeled “1”), skin areas that are not part of the face **1110** (labeled “2”), a face area **1115** (labeled “3”), and a clothes area **1120** (labeled “4”). The different label values may be included as channel data for each pixel (e.g., a fourth channel in addition to RGB (Red/Blue/Green) channels). Further, the label values may be stored as a separate image having the same height and width as image **1000**. In some example embodiments, only a single area of the image needs to be tracked, and the sys **210** segments one area. For example, if only the face area needs to be tracked to apply a face based visual effect, then only the face area **1115** may be segmented or otherwise included as an image mask.

FIG. **12** shows an example modified image **1200** which has undergone style transfer from a smile style to a frown style using an image mask (e.g., an eye area image mask, a mouth area image mask). In some example embodiments, a style transfer neural network is initiated to perform style transfer using a set of training data of people frowning and smiling, as is understood by one of ordinary skill in the art. After the modified image is generated, it can be published via the display engine **625** as an ephemeral message **502**.

FIG. **13** is a block diagram illustrating an example software architecture **1306**, which may be used in conjunction with various hardware architectures herein described. FIG. **13** is a non-limiting example of a software architecture, and it will be appreciated that many other architectures may be implemented to facilitate the functionality described herein. The software architecture **1306** may execute on hardware such as a machine **1300** of FIG. **13** that includes, among other things, processors, memory, and I/O components. A representative hardware layer **1352** is illustrated and can represent, for example, the machine **1300** of FIG. **13**. The representative hardware layer **1352** includes a processing unit **1354** having associated executable instructions **1304**. The executable instructions **1304** represent the executable instructions of the software architecture **1306**, including implementation of the methods, components, and so forth described herein. The hardware layer **1352** also includes a memory/storage **1356**, which also has the executable instructions **1304**. The hardware layer **1352** may also comprise other hardware **1358**.

In the example architecture of FIG. **13**, the software architecture **1306** may be conceptualized as a stack of layers where each layer provides particular functionality. For example, the software architecture **1306** may include layers such as an operating system **1302**, libraries **1320**, frameworks/middleware **1318**, applications **1316**, and a presentation layer **1314**. Operationally, the applications **1316** and/or other components within the layers may invoke API calls **1308** through the software stack and receive a response in the form of messages **1316b2**. The layers illustrated are representative in nature and not all software architectures have all layers. For example, some mobile or special-purpose operating systems may not provide a frameworks/middleware **1318**, while others may provide such a layer. Other software architectures may include additional or different layers.

The operating system **1302** may manage hardware resources and provide common services. The operating system **1302** may include, for example, a kernel **1322**, services **1324**, and drivers **1326**. The kernel **1322** may act as an abstraction layer between the hardware and the other software layers. For example, the kernel **1322** may be responsible for memory management, processor management (e.g., scheduling), component management, networking, security settings, and so on. The services **1324** may provide other common services for the other software layers. The drivers **1326** are responsible for controlling or interfacing with the underlying hardware. For instance, the drivers **1326** include display drivers, camera drivers, Bluetooth® drivers, flash memory drivers, serial communication drivers (e.g., Universal Serial Bus (USB) drivers), Wi-Fi® drivers, audio drivers, power management drivers, and so forth depending on the hardware configuration.

The libraries **1320** provide a common infrastructure that is used by the applications **1316** and/or other components and/or layers. The libraries **1320** provide functionality that allows other software components to perform tasks in an easier fashion than by interfacing directly with the under-

lying operating system **1302** functionality (e.g., kernel **1322**, services **1324**, and/or drivers **1326**). The libraries **1320** may include system libraries **1344** (e.g., C standard library) that may provide functions such as memory allocation functions, string manipulation functions, mathematical functions, and the like. In addition, the libraries **1320** may include API libraries **1346** such as media libraries (e.g., libraries to support presentation and manipulation of various media formats such as MPEG4, H.264, MP3, AAC, AMR, JPG, or PNG), graphics libraries (e.g., an OpenGL framework that may be used to render 2D and 3D graphic content on a display), database libraries (e.g., SQLite that may provide various relational database functions), web libraries (e.g., WebKit that may provide web browsing functionality), and the like. The libraries **1320** may also include a wide variety of other libraries **1348** to provide many other APIs to the applications **1316** and other software components/modules.

The frameworks/middleware **1318** provide a higher-level common infrastructure that may be used by the applications **1316** and/or other software components/modules. For example, the frameworks/middleware **1318** may provide various graphic user interface (GUI) functions, high-level resource management, high-level location services, and so forth. The frameworks/middleware **1318** may provide a broad spectrum of other APIs that may be utilized by the applications **1316** and/or other software components/modules, some of which may be specific to a particular operating system **1302** or platform.

The applications **1316** include built-in applications **1338** and/or third-party applications **1340**. Examples of representative built-in applications **1338** may include, but are not limited to, a contacts application, a browser application, a book reader application, a location application, a media application, a messaging application, and/or a game application. The third-party applications **1340** may include an application developed using the ANDROID™ or IOS™ software development kit (SDK) by an entity other than the vendor of the particular platform, and may be mobile software running on a mobile operating system such as IOS™, ANDROID™, WINDOWS® Phone, or other mobile operating systems. The third-party applications **1340** may invoke the API calls **1308** provided by the mobile operating system (such as the operating system **1302**) to facilitate functionality described herein.

The applications **1316** may use built-in operating system functions (e.g., kernel **1322**, services **1324**, and/or drivers **1326**), libraries **1320**, and frameworks/middleware **1318** to create user interfaces to interact with users of the system. Alternatively, or additionally, in some systems, interactions with a user may occur through a presentation layer, such as the presentation layer **1314**. In these systems, the application/component “logic” can be separated from the aspects of the application/component that interact with a user.

FIG. **14** is a block diagram illustrating components of a machine **1400**, according to some example embodiments, able to read instructions from a machine-readable medium (e.g., a machine-readable storage medium) and perform any one or more of the methodologies discussed herein. Specifically, FIG. **14** shows a diagrammatic representation of the machine **1400** in the example form of a computer system, within which instructions **1416** (e.g., software, a program, an application, an applet, an app, or other executable code) for causing the machine **1400** to perform any one or more of the methodologies discussed herein may be executed. As such, the instructions **1416** may be used to implement modules or components described herein. The instructions **1416** transform the general, non-programmed

machine **1400** into a particular machine **1400** programmed to carry out the described and illustrated functions in the manner described. In alternative embodiments, the machine **1400** operates as a standalone device or may be coupled (e.g., networked) to other machines. In a networked deployment, the machine **1400** may operate in the capacity of a server machine or a client machine in a server-client network environment, or as a peer machine in a peer-to-peer (or distributed) network environment. The machine **1400** may comprise, but not be limited to, a server computer, a client computer, a personal computer (PC), a tablet computer, a laptop computer, a netbook, a set-top box (STB), a personal digital assistant (PDA), an entertainment media system, a cellular telephone, a smartphone, a mobile device, a wearable device (e.g., a smart watch), a smart home device (e.g., a smart appliance), other smart devices, a web appliance, a network router, a network switch, a network bridge, or any machine capable of executing the instructions **1416**, sequentially or otherwise, that specify actions to be taken by the machine **1400**. Further, while only a single machine **1400** is illustrated, the term “machine” shall also be taken to include a collection of machines that individually or jointly execute the instructions **1416** to perform any one or more of the methodologies discussed herein.

The machine **1400** may include processors **1410**, memory/storage **1430**, and I/O components **1450**, which may be configured to communicate with each other such as via a bus **1402**. The memory/storage **1430** may include a memory **1432**, such as a main memory, or other memory storage, and a storage unit **1436**, both accessible to the processors **1410** such as via the bus **1402**. The storage unit **1436** and memory **1432** store the instructions **1416** embodying any one or more of the methodologies or functions described herein. The instructions **1416** may also reside, completely or partially, within the memory **1432**, within the storage unit **1436**, within at least one of the processors **1410** (e.g., within the processor cache memory accessible to processors **1412** or **1414**), or any suitable combination thereof, during execution thereof by the machine **1400**. Accordingly, the memory **1432**, the storage unit **1436**, and the memory of the processors **1410** are examples of machine-readable media.

The I/O components **1450** may include a wide variety of components to receive input, provide output, produce output, transmit information, exchange information, capture measurements, and so on. The specific I/O components **1450** that are included in a particular machine **1400** will depend on the type of machine. For example, portable machines such as mobile phones will likely include a touch input device or other such input mechanisms, while a headless server machine will likely not include such a touch input device. It will be appreciated that the I/O components **1450** may include many other components that are not shown in FIG. **14**. The I/O components **1450** are grouped according to functionality merely for simplifying the following discussion and the grouping is in no way limiting. In various example embodiments, the I/O components **1450** may include output components **1452** and input components **1454**. The output components **1452** may include visual components (e.g., a display such as a plasma display panel (PDP), a light-emitting diode (LED) display, a liquid-crystal display (LCD), a projector, or a cathode ray tube (CRT)), acoustic components (e.g., speakers), haptic components (e.g., a vibratory motor, resistance mechanisms), other signal generators, and so forth. The input components **1454** may include alphanumeric input components (e.g., a keyboard, a touch screen configured to receive alphanumeric

input, a photo-optical keyboard, or other alphanumeric input components), point-based input components (e.g., a mouse, a touchpad, a trackball, a joystick, a motion sensor, or other pointing instruments), tactile input components (e.g., a physical button, a touch screen that provides location and/or force of touches or touch gestures, or other tactile input components), audio input components (e.g., a microphone), and the like.

In further example embodiments, the I/O components **1450** may include biometric components **1456**, motion components **1458**, environment components **1460**, or position components **1462** among a wide array of other components. For example, the biometric components **1456** may include components to detect expressions (e.g., hand expressions, facial expressions, vocal expressions, body gestures, or eye tracking), measure biosignals (e.g., blood pressure, heart rate, body temperature, perspiration, or brain waves), identify a person (e.g., voice identification, retinal identification, facial identification, fingerprint identification, or electroencephalogram-based identification), and the like. The motion components **1458** may include acceleration sensor components (e.g., accelerometer), gravitation sensor components, rotation sensor components (e.g., gyroscope), and so forth. The environment components **1460** may include, for example, illumination sensor components (e.g., photometer), temperature sensor components (e.g., one or more thermometers that detect ambient temperature), humidity sensor components, pressure sensor components (e.g., barometer), acoustic sensor components (e.g., one or more microphones that detect background noise), proximity sensor components (e.g., infrared sensors that detect nearby objects), gas sensors (e.g., gas sensors to detect concentrations of hazardous gases for safety or to measure pollutants in the atmosphere), or other components that may provide indications, measurements, or signals corresponding to a surrounding physical environment. The position components **1462** may include location sensor components (e.g., a GPS receiver component), altitude sensor components (e.g., altimeters or barometers that detect air pressure from which altitude may be derived), orientation sensor components (e.g., magnetometers), and the like.

Communication may be implemented using a wide variety of technologies. The I/O components **1450** may include communication components **1464** operable to couple the machine **1400** to a network **1480** or devices **1470** via a coupling **1482** and a coupling **1472**, respectively. For example, the communication components **1464** may include a network interface component or other suitable device to interface with the network **1480**. In further examples, the communication components **1464** may include wired communication components, wireless communication components, cellular communication components, near field communication (NFC) components, Bluetooth® components (e.g., Bluetooth® Low Energy), Wi-Fi® components, and other communication components to provide communication via other modalities. The devices **1470** may be another machine or any of a wide variety of peripheral devices (e.g., a peripheral device coupled via a USB).

Moreover, the communication components **1464** may detect identifiers or include components operable to detect identifiers. For example, the communication components **1464** may include radio frequency identification (RFID) tag reader components, NFC smart tag detection components, optical reader components (e.g., an optical sensor to detect one-dimensional barcodes such as Universal Product Code (UPC) barcode, multi-dimensional barcodes such as Quick Response (QR) code, Aztec code, Data Matrix, Dataglyph,

MaxiCode, PDF418, Ultra Code, UCC RSS-2D barcode, and other optical codes), or acoustic detection components (e.g., microphones to identify tagged audio signals). In addition, a variety of information may be derived via the communication components **1464**, such as location via Internet Protocol (IP) geolocation, location via Wi-Fi® signal triangulation, location via detecting an NFC beacon signal that may indicate a particular location, and so forth.

GLOSSARY

“CARRIER SIGNAL” in this context refers to any intangible medium that is capable of storing, encoding, or carrying instructions **1416** for execution by the machine **1400**, and includes digital or analog communications signals or other intangible media to facilitate communication of such instructions **1416**. Instructions **1416** may be transmitted or received over the network **1480** using a transmission medium via a network interface device and using any one of a number of well-known transfer protocols.

“CLIENT DEVICE” in this context refers to any machine **1400** that interfaces to a network **1480** to obtain resources from one or more server systems or other client devices **102**. A client device **102** may be, but is not limited to, a mobile phone, desktop computer, laptop, PDA, smartphone, tablet, ultrabook, netbook, multi-processor system, microprocessor-based or programmable consumer electronics system, game console, set-top box, or any other communication device that a user may use to access a network **1480**.

“COMMUNICATIONS NETWORK” in this context refers to one or more portions of a network **1480** that may be an ad hoc network, an intranet, an extranet, a virtual private network (VPN), a local area network (LAN), a wireless LAN (WLAN), a wide area network (WAN), a wireless WAN (WWAN), a metropolitan area network (MAN), the Internet, a portion of the Internet, a portion of the Public Switched Telephone Network (PSTN), a plain old telephone service (POTS) network, a cellular telephone network, a wireless network, a Wi-Fi® network, another type of network, or a combination of two or more such networks. For example, a network or a portion of a network **1480** may include a wireless or cellular network and the coupling **1482** may be a Code Division Multiple Access (CDMA) connection, a Global System for Mobile communications (GSM) connection, or another type of cellular or wireless coupling. In this example, the coupling may implement any of a variety of types of data transfer technology, such as Single Carrier Radio Transmission Technology (1×RTT), Evolution-Data Optimized (EVDO) technology, General Packet Radio Service (GPRS) technology, Enhanced Data rates for GSM Evolution (EDGE) technology, third Generation Partnership Project (3GPP) including 3G, fourth generation wireless (4G) networks, Universal Mobile Telecommunications System (UMTS), High-Speed Packet Access (HSPA), Worldwide Interoperability for Microwave Access (WiMAX), Long-Term Evolution (LTE) standard, others defined by various standard-setting organizations, other long-range protocols, or other data transfer technology.

“EMPIERAL MESSAGE” in this context refers to a message **400** that is accessible for a time-limited duration. An ephemeral message **502** may be a text, an image, a video, and the like. The access time for the ephemeral message **502** may be set by the message sender. Alternatively, the access time may be a default setting or a setting specified by the recipient. Regardless of the setting technique, the message **400** is transitory.

“MACHINE-READABLE MEDIUM” in this context refers to a component, a device, or other tangible media able to store instructions **1416** and data temporarily or permanently and may include, but is not limited to, random-access memory (RAM), read-only memory (ROM), buffer memory, flash memory, optical media, magnetic media, cache memory, other types of storage (e.g., erasable programmable read-only memory (EPROM)), and/or any suitable combination thereof. The term “machine-readable medium” should be taken to include a single medium or multiple media (e.g., a centralized or distributed database, or associated caches and servers) able to store instructions **1416**. The term “machine-readable medium” shall also be taken to include any medium, or combination of multiple media, that is capable of storing instructions **1416** (e.g., code) for execution by a machine **1400**, such that the instructions **1416**, when executed by one or more processors **1410** of the machine **1400**, cause the machine **1400** to perform any one or more of the methodologies described herein. Accordingly, a “machine-readable medium” refers to a single storage apparatus or device, as well as “cloud-based” storage systems or storage networks that include multiple storage apparatus or devices. The term “machine-readable medium” excludes signals per se.

“COMPONENT” in this context refers to a device, a physical entity, or logic having boundaries defined by function or subroutine calls, branch points, APIs, or other technologies that provide for the partitioning or modularization of particular processing or control functions. Components may be combined via their interfaces with other components to carry out a machine process. A component may be a packaged functional hardware unit designed for use with other components and a part of a program that usually performs a particular function of related functions. Components may constitute either software components (e.g., code embodied on a machine-readable medium) or hardware components. A “hardware component” is a tangible unit capable of performing certain operations and may be configured or arranged in a certain physical manner. In various example embodiments, one or more computer systems (e.g., a standalone computer system, a client computer system, or a server computer system) or one or more hardware components of a computer system (e.g., a processor **1412** or a group of processors **1410**) may be configured by software (e.g., an application or application portion) as a hardware component that operates to perform certain operations as described herein. A hardware component may also be implemented mechanically, electronically, or any suitable combination thereof. For example, a hardware component may include dedicated circuitry or logic that is permanently configured to perform certain operations. A hardware component may be a special-purpose processor, such as a field-programmable gate array (FPGA) or an application-specific integrated circuit (ASIC). A hardware component may also include programmable logic or circuitry that is temporarily configured by software to perform certain operations. For example, a hardware component may include software executed by a general-purpose processor or other programmable processor. Once configured by such software, hardware components become specific machines (or specific components of a machine **1400**) uniquely tailored to perform the configured functions and are no longer general-purpose processors **1410**. It will be appreciated that the decision to implement a hardware component mechanically, in dedicated and permanently configured circuitry, or in temporarily configured circuitry (e.g., configured by software) may be driven by cost and time considerations.

Accordingly, the phrase “hardware component” (or “hardware-implemented component”) should be understood to encompass a tangible entity, be that an entity that is physically constructed, permanently configured (e.g., hardwired), or temporarily configured (e.g., programmed) to operate in a certain manner or to perform certain operations described herein.

Considering embodiments in which hardware components are temporarily configured (e.g., programmed), each of the hardware components need not be configured or instantiated at any one instance in time. For example, where a hardware component comprises a general-purpose processor **1412** configured by software to become a special-purpose processor, the general-purpose processor **1412** may be configured as respectively different special-purpose processors (e.g., comprising different hardware components) at different times. Software accordingly configures a particular processor **1412** or processors **1410**, for example, to constitute a particular hardware component at one instance of time and to constitute a different hardware component at a different instance of time.

Hardware components can provide information to, and receive information from, other hardware components. Accordingly, the described hardware components may be regarded as being communicatively coupled. Where multiple hardware components exist contemporaneously, communications may be achieved through signal transmission (e.g., over appropriate circuits and buses) between or among two or more of the hardware components. In embodiments in which multiple hardware components are configured or instantiated at different times, communications between or among such hardware components may be achieved, for example, through the storage and retrieval of information in memory structures to which the multiple hardware components have access. For example, one hardware component may perform an operation and store the output of that operation in a memory device to which it is communicatively coupled. A further hardware component may then, at a later time, access the memory device to retrieve and process the stored output. Hardware components may also initiate communications with input or output devices, and can operate on a resource (e.g., a collection of information).

The various operations of example methods described herein may be performed, at least partially, by one or more processors **1410** that are temporarily configured (e.g., by software) or permanently configured to perform the relevant operations. Whether temporarily or permanently configured, such processors **1410** may constitute processor-implemented components that operate to perform one or more operations or functions described herein. As used herein, “processor-implemented component” refers to a hardware component implemented using one or more processors **1410**. Similarly, the methods described herein may be at least partially processor-implemented, with a particular processor **1412** or processors **1410** being an example of hardware. For example, at least some of the operations of a method may be performed by one or more processors **1410** or processor-implemented components. Moreover, the one or more processors **1410** may also operate to support performance of the relevant operations in a “cloud computing” environment or as a “software as a service” (SaaS). For example, at least some of the operations may be performed by a group of computers (as examples of machines **1400** including processors **1410**), with these operations being accessible via a network **1480** (e.g., the Internet) and via one or more appropriate interfaces (e.g., an API). The performance of certain of the operations may be distributed among

the processors **1410**, not only residing within a single machine **1400**, but deployed across a number of machines **1400**. In some example embodiments, the processors **1410** or processor-implemented components may be located in a single geographic location (e.g., within a home environment, an office environment, or a server farm). In other example embodiments, the processors **1410** or processor-implemented components may be distributed across a number of geographic locations.

“PROCESSOR” in this context refers to any circuit or virtual circuit (a physical circuit emulated by logic executing on an actual processor **1412**) that manipulates data values according to control signals (e.g., “commands,” “op codes,” “machine code,” etc.) and which produces corresponding output signals that are applied to operate a machine **1400**. A processor may, for example, be a central processing unit (CPU), a reduced instruction set computing (RISC) processor, a complex instruction set computing (CISC) processor, a graphics processing unit (GPU), a digital signal processor (DSP), an ASIC, a radio-frequency integrated circuit (RFIC), or any combination thereof. A processor **1410** may further be a multi-core processor **1410** having two or more independent processors **1412**, **1414** (sometimes referred to as “cores”) that may execute instructions **1416** contemporaneously.

“TIMESTAMP” in this context refers to a sequence of characters or encoded information identifying when a certain event occurred, for example giving date and time of day, sometimes accurate to a small fraction of a second.

The invention claimed is:

1. A method comprising:
 - generating, by one or more processors of a user device, an image depicting an object;
 - generating shape parameters that describe a shape of the object;
 - generating spatial parameters that emphasize a location of the object depicted in the image;
 - generating image mask data for the object based on the shape parameters and the spatial parameters; and
 - generating a modified image from the image mask data and the image.
2. The method of claim 1, wherein generating spatial parameters further comprises:
 - generating spatial parameters using a previous image that is generated prior to the image.
3. The method of claim 1, further comprising:
 - generating multiple layer parameters using a first neural network, each layer parameter configured to modify intermediate feature data of a second neural network by:
 - generating the shape parameters that describe the shape of the object; and
 - generating the spatial parameters that emphasize the location of the object depicted in the image.
4. The method of claim 3, wherein generating the image mask data further comprises:
 - generating the image mask data for the object using the second neural network, the second neural network comprising a plurality of intermediate layers configured to generate modulated feature data using the multiple layer parameters generated by the first neural network.
5. The method of claim 3, further comprising:
 - training the first neural network and second neural network on training data using gradient descent.
6. The method of claim 3, wherein the second neural network is trained on training data that does not include the

object depicted in the image, and wherein the first neural network and the second neural network are trained using end-to-end training.

7. The method of claim 6, wherein the training data comprises images of different objects.

8. The method of claim 7, wherein the image mask data indicates pixel locations of one of the different objects.

9. The method of claim 3, wherein the first neural network generates the multiple sets of layer parameters using, as inputs, a shape object and a spatial prior of the shape object, wherein the shape object has a different shape than a shape used to generate the image mask data, wherein the spatial prior is a Gaussian distribution.

10. The method of claim 1, further comprising:

- storing the image mask data on the user device; and
- publishing the modified image as an ephemeral message on a network site.

11. A system comprising:

- one or more processors of a machine; and
- a memory storing instructions that, when executed by the one or more processors, cause the machine to perform operations comprising:
 - generating an image depicting an object;
 - generating shape parameters that describe a shape of the object;
 - generating spatial parameters that emphasize a location of the object depicted in the image;
 - generating image mask data for the object based on the shape parameters and the spatial parameters; and
 - generating a modified image from the image mask data and the image.

12. The system of claim 11, wherein generating spatial parameters further comprises:

- generating spatial parameters using a previous image that is generated prior to the image.

13. The system of claim 11, wherein the operations further comprise:

- generating multiple layer parameters using a first neural network, each layer parameter configured to modify intermediate feature data of a second neural network by:

- generating the shape parameters that describe the shape of the object; and

- generating the spatial parameters that emphasize the location of the object depicted in the image.

14. The system of claim 13, wherein generating the image mask data further comprises:

- generating the image mask data for the object using the second neural network, the second neural network comprising a plurality of intermediate layers configured to generate modulated feature data using the multiple layer parameters generated by the first neural network.

15. The system of claim 13, wherein the operations further comprise:

- training the first neural network and second neural network on training data using gradient descent.

16. The system of claim 13, wherein the second neural network is trained on training data that does not include the object depicted in the image, and wherein the first neural network and the second neural network are trained using end-to-end training.

17. The system of claim 16, wherein the training data comprises images of different objects.

18. The system of claim 17, wherein the image mask data indicates pixel locations of one of the different objects.

19. The system of claim 13, wherein the first neural network generates the multiple sets of layer parameters using, as inputs, a shape object and a spatial prior of the shape object, wherein the shape object has a different shape than a shape used to generate the image mask data, wherein 5 the spatial prior is a Gaussian distribution.

20. A non-transitory machine-readable storage device embodying instructions that, when executed by a machine, cause the machine to perform operations comprising:

- generating, by one or more processors of the machine, an 10 image depicting an object;
- generating shape parameters that describe a shape of the object;
- generating spatial parameters that emphasize a location of the object depicted in the image; 15
- generating image mask data for the object based on the shape parameters and the spatial parameters; and
- generating a modified image from the image mask data and the image.

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